

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
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FM AMEMBASSY BANGKOK
TO SECSTATE WASHDC PRIORITY 9086
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EO 11652: NA
TAGS: BEXP, ETRD, EINV, TH
SUBJ: COUNTRY COMMERCIAL PROGRAM - JOINT STUDY PROGRAM WIT
APCAC

REF: STATE 193111

1. EMBASSY PLANS FOUR COOPERATIVE ACTIVITIES WITH APCA
-- TWO JOINT STUDY PROJECTS AND TWO JOINT TRADE PROMOTION
PROJECTS. ALL PROJECTS ARE DESIGNED TO AID THE SMALL TO
MEDIUM-SIZED AMERICAN BUSINESSMEN IN COMPETING FOR MARKETS
IN THAILAND. EMBASSY AND AMERICAN CHAMBER OF COMMERCE IN
THAILAND HAVE ALREADY BEGUN GROUND WORK FOR TWO TRADE
MISSIONS/SEMINARS, AMERICAN ENGINEERING AND SERVICE
ORIENTED FIRMS IN THAILAND. IN EACH CASE, A ONE DAY
SEMINAR IS PLANNED TO ALLOW REPRESENTATIVES OF AMERICAN
ENGINEERING FIRMS TO DISCUSS THEIR QUALIFICATIONS, BACK-
GROUND AND INTERESTS WITH POTENTIAL THAI PARTNERS AND THAI
GOVERNMENT OFFICIALS. THE EMBASSY WILL PROVIDE THE
LOCATION AND SOME SECRETARIAL AND CLERICAL ASSISTANCE.
FIRMS WILL PAY ALL COST ARISING FROM THE SEMINAR. A
SEPARATE SEMINAR IS ALSO PLANNED TO INTRODUCE AMERICAN
FIRMS PROVIDING MANAGERIAL, PERSONNEL, ACCOUNTING, AND
LEGAL SERVICES.

2. THESE SEMINARS SHOULD BE CONSIDERED ACTIVITIES NOS. 10
UNCLASSIFIED

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PAGE 02 BANGKO 22784 100718Z

AND 11 RESPECTIVELY, WITH PRIORITY RANK 3.

3. EMBASSY AND THE AMERICAN CHAMBER OF COMMERCE WILL JOIN
FORCES ON TWO JOINT STUDY PROJECTS. THE FIRST ONE WILL BE
AN INDEPTH SURVEY OF U.S. INVESTMENT IN THAILAND. EMBASSY
AND AMERICAN CHAMBER OF COMMERCE OFFICIALS WILL PREPARE A
QUESTIONNAIRE TO DETERMINE ORIGINAL INVESTMENT IN THAILAND,

PERCENTAGE OF EQUITY CURRENTLY OWNED BY AMERICANS, ANNUAL RETURN ON INVESTMENT IN THAILAND, VOLUME OF SALES, NUMBER OF JOBS CREATED, TYPE OF BUSINESS CONDUCTED, ETC. QUESTIONNAIRES WILL BE FOLLOWED BY PERSONAL INTERVIEWS. AMCHAM MEMBERS THEMSELVES WILL CONDUCT THE INTERVIEWS. EMBASSY AND AMCHAM HOPE, AS END RESULT, TO HAVE A DETAILED PORTRAIT OF THE AMERICAN INVESTMENT AND TRADE IN THAILAND. ONLY THEN CAN WE BEGIN TO COMPARE AMERICAN PERFORMANCE TO THAT OF FOREIGN COMPANIES.

4. BEGINNING WITH COMPUTERIZED LIST ALREADY PREPARED BY EMBASSY, AMCHAM AND EMBASSY HOPE TO DEVELOP A COMPLETE LISTING OF ALL U.S. PRODUCTS AVAILABLE IN THAILAND. LIST WOULD INCLUDE THE NUMBER OF TYPE OF PRODUCT, AMERICAN BRAND NAME, THAI AGENT OR DISTRIBUTOR, RETAILED OUTLETS HANDLING PRODUCTS, AS WELL AS U.S. SUPPLIERS. BY COMPUTERIZING TH I INFORMATION, U.S. PRODUCT LISTS CAN BE EDITED AND REVISED EASILY. BOTH AMCHAM AND EMBASSY CAN THEN PROVIDE AN EASY, QUICK REFERRAL SERVICE FOR THAI FIRMS WISHING TO BUY AMERICAN PRODUCTS. MOREOVER, THE EMBASSY AND AMCHAM HOPE THAT THROUGH RESEARCH CONDUCTED TO PRODUCE LIST, WE WILL OBTAIN VITAL INFORMATION ABOUT WHAT TYPE OF AMERICAN PRODUCTS WHICH SELL WELL IN THAILAND AND FOR WHICH PRODUCT THERE IS A DEMAND WHICH IS NOT BEING MET. THESE ACTIVITIES SHOULD BE CONSIDERED AS ACT #12 AND 13 AND RANKED AS PRIORITY 2.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BANGKO 22784 100718Z

5. AS ACTIVITY 14 WILL PRIORITY RANK 7, EMBASSY CONCURS WITH DEPARTMENT'S SUGGESTION AND INCLUDES RESPONSIBILITY FOR LIAISON WITH APCAC HEADQUARTERS WHICH WILL MOVE TO BANGKOK IN OCTOBER. ABRAMOWITZ

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